

Target manufacturing executives responsible for the purchase of information technology products and services for their organization with a controlled circulation list from *MSI*.

- ◆ *MSI* delivers the entire management buying team for information technology products and services - general corporate management, operations management, and IT management.
- ◆ Reach over 97,000 buyers in manufacturing sites across the U.S. — including 90% penetration of the Fortune 1000.
- ◆ High-quality list for virtually any hardware, software, and IT services marketer!

*MSI* is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.



## GEOGRAPHIC ANALYSIS

State	ZIP Code	Individuals
ME	039-049	451
NH	030-038	664
VT	050-059	234
MA	010-027	3,120
RI	028-029	462
CT	060-069	1,984
<b>New England</b>		<b>7.1%</b>
		<b>6,915</b>
NY	100-149	4,942
NJ	070-089	3,590
PA	150-196	6,093
<b>Middle Atlantic</b>		<b>15.0%</b>
		<b>14,625</b>
OH	430-458	6,479
IN	460-479	3,068
IL	600-629	6,591
MI	480-499	4,648
WI	530-549	3,900
<b>East North Central</b>		<b>25.4%</b>
		<b>24,686</b>
MN	550-567	2,727
IA	500-528	1,210
MO	630-658	2,128
ND	580-588	168
SD	570-577	247
NE	680-693	670
KS	660-679	1,050
<b>West North Central</b>		<b>8.4%</b>
		<b>8,200</b>
DE	197-199	271
MD	206-219	1,181
DC	200-205	43
VA	220-246	1,782
WV	247-268	453
NC	270-289	3,509
SC	290-299	1,616
GA	300-319	2,459
FL	320-349	2,622
<b>South Atlantic</b>		<b>14.3%</b>
		<b>13,936</b>
KY	400-427	1,281
TN	370-385	2,114
AL	350-369	1,280
MS	386-397	655
<b>East South Central</b>		<b>5.5%</b>
		<b>5,330</b>
AR	716-729	910
LA	700-714	738
OK	730-749	812
TX	750-799	4,902
<b>West South Central</b>		<b>7.6%</b>
		<b>7,362</b>
MT	590-599	135
ID	832-838	359
WY	820-831	76
CO	800-816	970
NM	870-884	245
AZ	850-865	897
UT	840-847	718
NV	889-898	232
<b>Mountain</b>		<b>3.7%</b>
		<b>3,632</b>
AK	995-999	50
WA	980-994	1,336
OR	970-979	1,044
CA	900-961	9,937
HI	967-968	65
<b>Pacific</b>		<b>12.8%</b>
		<b>12,432</b>
<b>United States</b>		<b>99.9%</b>
<b>U.S. Territories</b>		<b>0.1%</b>
<b>Canada</b>		<b>—</b>
<b>Mexico</b>		<b>—</b>
<b>Other International</b>		<b>—</b>
<b>APO/FPO</b>		<b>—</b>
<b>Unknown</b>		<b>—</b>
<b>Total</b>		<b>100.0%</b>
		<b>97,185</b>

Size of List: **97,185**

Base Price: **\$145/M**

## Selections

(Additional Cost/M)

Geographic Analysis:

State/Province/SCF	\$10/M
5-digit ZIP Code	\$10/M
Acquisition Source	\$10/M
Buying Authority	\$25/M
Job Function	\$15/M
Employee Size	\$10/M
Recency	\$10/M
Sales Volume	\$10/M
SIC/NAICS Code	\$15/M
Telephone Numbers	\$60/M

## Multi-Channel Pricing

Mailing/E-Mail: \$490/M  
Mailing/Telemarketing: \$215/M  
Mailing/E-Mail/Telemarketing: \$590/M

Size of E-List:

**41,722**

E-List Base Price:  
**\$490/M**

SEE ALSO:

- Consulting-Specifying Engineer
- Control Engineering
- Datamation (Former Subscribers)
- DecisionMaker® IT Marketplace Database
- DecisionMaker® Manufacturing Marketplace Database
- Design News
- EDN
- Electronic Business
- Material Handling Product News
- Modern Materials Handling
- Purchasing
- Test & Measurement World

Minimum Order: 5,000 Names  
1 year unlimited usage available  
Prices subject to change without notice  
Call for any additional costs, conditions and terms.

**NAICS Business Type  
(SIC Also Available)****Job Function****Sales Volume ‡**

NAICS Business Type (SIC Also Available)	Job Function	Sales Volume ‡	Employee Size ‡
	Company/Corporate Management	31,725	Less than \$25 Million
	Financial Management	7,646	\$25 Million-\$49 Million
Manufacturing:	Inventory Control Management	3,556	\$50 Million-\$249 Million
311 Food Manufacturing	MIS/Networking Management/ Consultant/Systems Integrator/ VAR	22,593	\$250 Million-\$999 Million
312 Beverage & Tobacco Product Manufacturing	912		\$1 Billion or More
313 Textile Mills	1,027		
314 Textile Product Mills	643		
315 Apparel Manufacturing	1,105		
316 Leather & Allied Product Manufacturing	280		
321 Wood Products Manufacturing	1,758		
322 Paper Manufacturing	3,857		
323 Printing & Related Support Activities	3,951		
324 Petroleum & Coal Products Manufacturing	732		
325 Chemical Manufacturing	7,642		
326 Plastics & Rubber Products Manufacturing	5,135		
327 Non-Metallic Mineral Product Manufacturing	1,974		
331 Primary Metal Manufacturing	3,331		
332 Fabricated Metal Product Manufacturing	10,255		
333 Machinery Manufacturing	11,944		
334 Computer & Electrical Product Manufacturing	12,195		
335 Electrical Equipment, Appliance & Component Manufacturing	5,171		
336 Transportation Equipment Manufacturing	7,274		
337 Furniture & Related Product Manufacturing	1,791		
339 Miscellaneous Manufacturing	4,626		
Non-Manufacturing:			
421 Wholesale Trade, Durable Goods	392		
422 Wholesale Trade, Non-Durable Goods	170		
511 Publishing Industries	1,059		
541 Professional, Scientific & Technical Services	1,887		
561 Administrative & Support Services	106		
611 Educational Services	101		

**Buying Authority\***

Bar Code Systems		250-499
Bar Code Scanners	43,854	500-999
Bar Code Software	41,447	1,000 or More
Bar Code Printers & Labels	46,158	
Computer Hardware/Peripherals		
Midrange Computers	44,638	
Networking Hardware	44,587	
Personal Computers	68,021	
Printers/Scanners	59,289	
Workstations/Servers	52,098	
Manufacturing Software		
Client/Server/Networking	29,745	
Customer Relationship Management	36,390	
Data Collection	39,018	
E-Business	30,729	
Electronic Data Interchange	33,371	
ERP	38,122	
Logistics	36,063	
Maintenance Management	37,821	
Manufacturing Execution Software (MES)	43,060	
Planning & Scheduling	52,135	
Product Data Management	45,121	
Supervisory Control (SCADA)	38,372	
Warehouse Management/Supply Chain Execution	40,295	

Source: Publisher's own data

\* Multiple Response

‡ Call a DM2 Account Executive for the latest counts.